

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
December 17, 2009**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Ron Radachy, V.P.	Oasis of Hollywood
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Chris Bonbright	Whitley Court Partners
	Jose Malagon	Hollywood Media Center
	Jan Martin	AMDA
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, Inc.
Directors Absent	Frank Stephan, Treasurer	The Clarett Group
	Greg Angelo	METRO
	Aziz Banayan	Algert Co., Inc.
	Jeff Cohen	Gatehouse Capital
	Nathan Korman	NBK, LLC
	Jim McPartlin	W Hotel
	Neelura Bell	CRA/LA - (Ex-officio Member)
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	David Green	Nederlander Organization - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Staff	Sarah MacPherson	HPOA
	Katie Zandona	HPOA
	Joe Mariani Jr.	HPOA
Guests	David Gajda	Hollywood Media Center

**I. Call to Order**

The meeting was called to order by Board President Thaddeus Smith at 4:15 p.m.

**II. Public Comment**

David Gajda expressed to the board his frustration and concern regarding the recent increase of “gourmet food trucks” appearing in the area. Gajda informed the committee that the “Kettle One Vodka” truck would be on Cahuenga this weekend handing out food and offering free rides home. John Tronson said that the issue had been discussed at length at the last Security Committee meeting and that mixed feelings were coming from various stakeholders in the room. Chris Bonbright suggested having an ad-hoc committee formed with both BID and

Chamber members to discuss issue and take a look at the existing ordinance to see what restrictions are currently enforceable.

### III. Approval of Minutes

**It was moved by John Tronson, seconded by Tej Sundher and CARRIED to approve the minutes from the Board's November 19, 2009 meeting. Unanimously approved.**

### IV. Treasurer's Report

#### A. Treasurer's Report:

1. Approve Treasurer's Report from November 30, 2009: Sarah MacPherson reviewed the financials with the board. Approximately \$3.3 Million in net assessments was brought in from the past year. MacPherson said minus the budgeted expenditures for the remainder of December, the BID should roll over approximately \$278,000 into 2010.

**It was moved by Chris Bonbright, seconded by Jan Martin and CARRIED to approve the Financial Report from November 30, 2009. Unanimously approved.**

### V. Committee/Activity Reports

#### A. Streetscape Committee:

1. Ivar Parking Structure Update: MacPherson recently spoke with Kelly Bernard in Council President Garcetti's office and was told that construction on the lot is moving forward. The developer is currently finalizing some mitigation negotiations with the Montalban theatre.

2. Community Plan Update: Draft EIR is expected to be released in January.

3. Status of Side and Backstreets Project, Phase III: MacPherson reported that 87 potential locations have been identified for the trees to be planted. The RFP is in the process of being drafted. The Streetscape Committee will be meeting on January 8, 2010 to approve the RFP.

4. Status of Rent-A-Bench Removals and Bench Installations: Joe Mariani reported that he has been in contact with both the Bureau of Engineering and the Bureau of Street Services to try and get the existing Norman Bench Ads removed. Mariani is waiting to hear back from BOE in regards to the status of the HPOA's permit application to install the new benches. In the event the new benches arrive, before the old benches can be removed, the BID has secured a donated storage space at the Palladium for a short time until the new benches can be installed.

5. ECCA Update: MacPherson recently met with engineers to conduct the engineering survey.

#### B. Marketing Committee

1. Hollywood Demographic Research Project: Katie Zandona informed the board that the agreement with BW Research and True North has been signed. An initial planning meeting for the study will take place in early January. Board members are welcome to attend.

2. Feedback on Hollywood Christmas Parade: Zandona and Mariani reviewed the results from a recent survey that was sent to business owners in the area. The survey was intended to acquire feedback from businesses in Hollywood that may/or may not have been

impacted by the parade. Zandona asked to board to consider making a motion to allow the BID staff to reach out to the City and the parade organizers to request a debrief meeting for the event.

**It was moved by Jose Malagon, seconded by Ron Radachy and CARRIED to approve that the BID would request for a debrief meeting with Christmas Parade Organizers (Santa Parade, LLC. and the City of Los Angeles). Unanimously approved.**

3. Places and Spaces Guide: So far 45 businesses have responded. Zandona said that she is waiting for a few more responses to come in.

4. Media Outreach: Zandona distributed to the board some recent articles that ran on John Peterson's 10 year anniversary.

5. Redesign of Newsletter: The BID Biz in its final stages of the redesign process as the next edition will be sent out to stakeholders in an e-newsletter format.

C. Security Committee:

1. CUP Renewal Process: John Tronson and Thaddeus Smith gave an update on a recent meeting that took place at the Chamber, with local business owners, the City of Los Angeles Zoning Administrator office, CD-13 and Sarah MacPherson in attendance. The next step is for interested parties to form a sub-committee to try and redraft the current city guidelines for renewal in order to submit them to the City for suggestions. The Zoning Administrator who was present, informed those at the meeting that seven of the 12 current ZA's are taking early retirement. This would have a detrimental impact on the amount of time it would take for a CUP renewal. The head Zoning Administrator urged those at the meeting to start a letter campaign to the city allowing him to hire new ZA's to fill the vacant seats prior to March 2010.

**It was moved by Chris Bonbright, seconded by Jan Martin and CARRIED to authorize a letter to Mayor Villaraigosa advocating for the reinstatement of zoning administrators and staff that have recently applied for early retirement program to alleviate further back-log of CUP applications and renewals. Unanimously approved.**

2. Discussion Regarding City of LA Valet Parking Permit Program: Recently City Council passed a motion to have the City Attorney draft a Valet Ordinance. The ordinance is expected to be completed and voted on sometime in March 2010.

3. Update on Tour Bus Regulation and Related Sidewalk Enforcement Issues: Joe Mariani reported that he had attended a meeting last Wednesday at the BID Security office with representatives from Bureau of Street Services, CD-13 and the Hollywood and Highland Complex. At the meeting several ideas were discussed as to how sidewalk issues could be better solved. A follow up meeting has been scheduled for February. Kerry Morrison and Mariani had also attended a meeting with Carol Massie and Tej Sundher to discuss the excessive amount of tour operators that have popped up along Hollywood Boulevard.

VI. Old Business

None

VII. New Business

A. Vacant Board Seats: Smith asked that any potential candidates for the board of directors be forwarded to him, so that they may be considered by the nominating committee to fill the two seats vacated by previous board members, Hilary Royce and Don Jacinto.

B. General Business: Dave Gajda thanked Sarah MacPherson for all her hard work on the alleys and asked that the BID consider joining with the Chamber to help with the Economic Development Summit.

#### VIII. Report from Executive Director and Associate Executive Director

A. Update on Office Move: MacPherson reported that the staff is still in negotiations for a space and have sought volunteer help from John Tronson to negotiate the office space for the staff. Tronson had agreed to help negotiate on behalf of the staff on a volunteer basis.

B. Planning Retreat for HPOA Board of Directors: MacPherson says that in place of the board's January board meeting the date will be used for the Board's planning retreat. The retreat will take place on January 21, 2010 from 8:30 a.m. – 3:00 p.m. The location is still to be determined.

#### IX Executive Session

The Board went into Executive Session to discuss Human Resources and Compensation issues. **It was moved by Chris Bonbright and seconded by John Tronson and CARRIED to authorize an expenditure of \$22,000 for year-end bonuses for the staff.** The board authorized the president to work with the executive director in the awarding of these bonuses to the staff.

#### IX. Next Meeting

The next meeting was scheduled for Thursday, January 21, 2010 from 8:30 a.m. – 3:00 p.m., location to be announced.

#### X. Adjournment

There being no further business the meeting was adjourned by Board President Thaddeus Smith at 5:55 p.m.